

## ORDER



**Orders**  
**Order / Rev:** 725074  
**Alt Order #:** 06396371  
**Product Desc:** LCV/SEN MAJORITY PAC  
**Estimate:** 2233  
**Flight Dates:** 10/26/12 - 11/02/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Waterfront Strategies/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave Ste 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** LCV/Senate Majority Pac  
**Demographic:** A25-54  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	30	\$42,100.00	\$35,785.00
10/29/12	11/02/12	71	\$63,000.00	\$53,550.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$42,100.00	\$35,785.00	0.00
November 2012	71	\$63,000.00	\$53,550.00	0.00
<b>Totals</b>	<b>101</b>	<b>\$105,100.00</b>	<b>\$89,335.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/26/12	10/26/12	M-F 10-11a Kelly	CM	10-11a	----F--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		2				\$600.00		0.00			
2	KPNX	10/26/12	10/26/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	----F--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$600.00		0.00			
3	KPNX	10/26/12	10/26/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	----F--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$400.00		0.00			
4	KPNX	10/26/12	10/26/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	----F--	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		2				\$200.00		0.00			
5	KPNX	10/26/12	10/26/12	M-F 3-4p Ellen	CM	3-4p	----F--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		2				\$1,000.00		0.00			
6	KPNX	10/26/12	10/26/12	M-F 5-530a 12 News Today	CM	5-530a	----F--	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 725074  
 Alt Order #: 06396371  
 Flight Dates: 10/26/12 - 11/02/12

Advertiser: LCV/Senate Majority Pac  
 Product Desc: LCV/SEN MAJORITY PAC  
 Estimate: 2233  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/26/12	10/26/12	M-F 5-530a 12 News Today	CM	5-530a	----F--	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					2	\$250.00		0.00			
7	KPNX	10/26/12	10/26/12	M-F 530-6a 12 News Today	CM	530-6a	----F--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					2	\$350.00		0.00			
8	KPNX	10/26/12	10/26/12	M-F 6-7a 12 News Today	CM	6-7a	----F--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					2	\$900.00		0.00			
9	KPNX	10/26/12	10/26/12	M-F 5-530p M-F 5-530p	CM	5-530p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,200.00		0.00			
10	KPNX	10/26/12	10/26/12	M-F 6-630p 12 News 6pm	CM	6-630p	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$2,000.00		0.00			
11	KPNX	10/26/12	10/26/12	Tonight Show Tonight Show	CM	1035-1135p	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$2,000.00		0.00			
12	KPNX	10/26/12	10/26/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	----F--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					2	\$600.00		0.00			
13	KPNX	10/26/12	10/26/12	M-F 630-7p Extra	CM	630-7p	----F--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					2	\$2,000.00		0.00			
14	KPNX	10/29/12	11/02/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	10	\$600.00	P-1	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					10	\$600.00		0.00			
15	KPNX	10/29/12	11/02/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$600.00		0.00			
16	KPNX	10/29/12	11/02/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$400.00	P-1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$400.00		0.00			
17	KPNX	10/29/12	11/02/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	MTWTF--	:30	5	\$200.00	P-1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$200.00		0.00			
18	KPNX	10/29/12	11/02/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,000.00		0.00			
19	KPNX	10/29/12	11/02/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	5	\$250.00	P-1	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$250.00		0.00			
20	KPNX	10/29/12	11/02/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	5	\$350.00	P-1	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	KPNX	10/29/12	11/02/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	5	\$350.00	P-1	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			5		\$350.00		0.00				
21	KPNX	10/29/12	11/02/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	10	\$900.00	P-1	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			10		\$900.00		0.00				
22	KPNX	10/27/12	10/27/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$500.00		0.00				
23	KPNX	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			2		\$500.00		0.00				
24	KPNX	10/29/12	11/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			5		\$1,200.00		0.00				
25	KPNX	10/29/12	11/02/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			4		\$2,000.00		0.00				
26	KPNX	10/29/12	11/02/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			3		\$2,000.00		0.00				
27	KPNX	10/29/12	11/02/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			5		\$600.00		0.00				
28	KPNX	10/27/12	10/27/12	Whacked Out Sports Whacked Out Sports	CM	Various (12:02 XM-12:30 XM)	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$500.00		0.00				
29	KPNX	10/28/12	10/28/12	1035pm - Sports Tonight Sports Tonight	CM	1035-1105p	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$600.00		0.00				
30	KPNX	10/28/12	10/28/12	1105pm-1205xm 1105p Extra (Sun)	CM	1105pm-1205xm	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$300.00		0.00				
31	KPNX	10/29/12	11/02/12	M-F 630-7p Extra	CM	630-7p	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			2		\$2,000.00		0.00				
32	KPNX	10/31/12	10/31/12	Wed Prime A Animal Practice/Guys	CM	7-8p	--W----	:30	2	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			2		\$3,500.00		0.00				
33	KPNX	10/28/12	10/28/12	Local Prime Special CONNECTING ARIZONA	CM	9-10P (9:00 PM-10:00 PM)	-----S	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			2		\$3,000.00		0.00				
34	KPNX	10/28/12	10/28/12	NFL Regular Season Fo NFL Regular Season Football	CM	Various	-----S	:30	1	\$15,200.00	P-1	0.00	NM	1	\$15,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Product Desc: LCV/SEN MAJORITY PAC  
Estimate: 2233

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
34	KPNX	10/28/12	10/28/12	NFL Regular Season Football	CM	Various	-----S	:30	1	\$15,200.00	P-1	0.00	NM	1	\$15,200.00
NFL Regular Season Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$15,200.00		0.00						
Totals														101	\$105,100.00

\*Tax 1 Note: Tax 0.5%.

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